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Examiner Signature	/Nicholas Rosen/	Date Considered	04/20/2011
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**IDS (Citation) by Applicant (63 References)**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: September 9, 2009                      Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/

Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>			<b>Complete if Known</b>	
			<b>Application Number</b>	10/800,444-Conf. #1779
			<b>Filing Date</b>	March 15, 2004
			<b>First Named Inventor</b>	Lester K. Chu
			<b>Art Unit</b>	3625
			<b>Examiner Name</b>	N. D. Rosen
<b>Sheet</b>	2	<b>of</b>	6	<b>Attorney Docket Number</b> 66703-0014

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T <sup>2</sup>
/N.R./	CA	Final Office Action dated 11/9/07 in U.S. Serial No. 10/948,425. (10 pages)		
/N.R./	CB	Response to Final Office Action dated 11/9/07 in U.S. Serial No. 10/948,425. (9 pages)		
/N.R./	CC	Non-Final Office Action dated 6/29/07 in Serial No. 10/948,425. (7 pages)		
/N.R./	CD	Response to Non-Final Office Action dated 6/29/07 in U.S. Serial No. 10/948,425. (9 pages)		
/N.R./	CE	Advisory Action dated 1/9/08 in U.S. Serial No. 10/948,425. (3 pages)		
/N.R./	CF	Examiner's Amendment dated 10/7/2008 in U.S. Serial No. 10/948,425. (6 pages)		
/N.R./	CG	Appeal Brief filed 4/8/08 in U.S. Serial No. 10/948,425. (37 pages)		
/N.R./	CH	Amendment After Appeal filed in U.S. Serial No. 10/948,425 dated 7/15/08. (7 pages)		
/N.R./	CI	Amended Appeal Brief filed in U.S. Serial No. 10/948,425 dated 7/15/08. (37 pages)		
/N.R./	CJ	Examiner's Answer dated 1/11/08 in U.S. Serial No. 10/800,444. (48 pages)		

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<sup>2</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO  <h2 style="margin: 0;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="margin: 5px 0 0 40px;"><i>(Use as many sheets as necessary)</i></p>			<b>Complete if Known</b>	
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/N.R./	CK	Final Office Action dated 5/9/07 in U.S. Serial No. 10/800,444. (32 pages)		
/N.R./	CL	Advisory Action dated 7/31/07 in U.S. Serial No. 10/800,444. (3 pages)		
/N.R./	CM	Office Action dated 11/24/06 in U.S. Serial No. 10/800,444. (32 pages)		
/N.R./	CN	Appeal Brief filed 10/5/07 in U.S. Serial No. 10/800,444. (49 pages)		
/N.R./	CO	Examiner Interview Summary dated 7/10/07 in U.S. Serial No. 10/800,444. (1 page)		
/N.R./	CP	Reply Brief filed 3/11/08 in U.S. Serial No. 10/800,444. (21 pages)		
/N.R./	CQ	Response to Final Office Action dated 5/9/07 in U.S. Serial No. 10/800,444. (18 pages)		
/N.R./	CR	Response to Non-Final Office Action dated 11/24/06 in U.S. Serial No. 10/800,444. (14 pages)		
/N.R./	CS	Supplemental Appeal Brief filed 11/2/07 in U.S. Serial No. 10/800,444. (50 pages)		
/N.R./	CT	Non-Final Office Action dated 5/13/08 in U.S. Serial No. 10/800,887. (8 pages)		

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/N.R./	CU	Response to Non-Final Office Action dated 5/13/08 in U.S. Serial No. 10/800,887. (11 pages)	<input type="checkbox"/>	
/N.R./	CV	Non-Final Office Action dated 5/11/05 in U.S. Serial No. 10/680,952. (39 pages)	<input type="checkbox"/>	
/N.R./	CW	Response to Non-Final Office Action dated 5/11/05 in U.S. Serial No. 10/680,952. (17 pages)	<input type="checkbox"/>	
/N.R./	CX	Examiner's Statement on Notice of Allowance dated 10/11/05 in U.S. Serial No. 10/680,952. (4 pages)	<input type="checkbox"/>	
/N.R./	CY	Examiner Interview Summary dated 7/19/05 in U.S. Serial No. 10/680,952. (2 pages)	<input type="checkbox"/>	
/N.R./	CZ	Appeal Brief filed 2/19/08 in U.S. Serial No. 10/801,156. (49 pages)	<input type="checkbox"/>	
/N.R./	CA1	Examiner's Answer dated 3/28/08 in U.S. Serial No. 10/801,156. (40 pages)	<input type="checkbox"/>	
/N.R./	CB1	Examiner Interview Summary dated 7/10/07 in U.S. Serial No. 10/801,156. (1 page)	<input type="checkbox"/>	
/N.R./	CC1	Final Office Action dated 10/22/07 in U.S. Serial No. 10/801,156. (29 pages)	<input type="checkbox"/>	
/N.R./	CD1	Non-Final Office Action dated 4/19/07 in U.S. Serial No. 10/801,156. (31 pages)	<input type="checkbox"/>	

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/N.R./	CE1	Reply Brief filed 5/9/08 in U.S. Serial No. 10/801,156. (17 pages)	
/N.R./	CF1	Response to Non-Final Office Action dated 4/19/07 in U.S. Serial No. 10/801,156. (17 pages)	
/N.R./	CG1	Response to Restriction Requirement dated 1/8/07 in U.S. Serial No. 10/801,156. (3 pages)	
/N.R./	CH1	Restriction Requirement dated 1/8/07 in U.S. Serial No. 10/801,156. (5 pages)	
/N.R./	CI1	Final Office Action dated 9/4/08 in U.S. Serial No. 11/340,647. (31 pages)	
/N.R./	CJ1	Response to Final Office Action dated 9/4/08 in U.S. Serial No. 11/340,647. (24 pages)	
/N.R./	CK1	Non-Final Office Action dated 11/3/08 in U.S. Serial No. 10/800,887. (22 pages)	
/N.R./	CL1	Response to Non-Final Office Action dated 11/03/2008 in U.S. Serial No. 10/800,887. (17 pages)	
/N.R./	CM1	Notice of Allowance dated 10-7-08 with Examiner's Amendment in Serial No. 10/948,425. (13 pages)	
/N.R./	CN1	Notice of Allowance dated 11-18-08 in Serial No. 10/948,425. (12 pages)	

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/N.R./	CO1	Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004.	
/N.R./	CP1	Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages)	
/N.B./	CQ1	Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages)	
/N.R./	CR1	Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (27 pages)	
/N.R./	CS1	Response to Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (12 pages)	
/N.R./	CT1	Final Office Action dated 6/9/09 in U.S. Serial No. 11/180,123. (10 pages)	
/N.R./	CU1	Response to Final Office Action dated 6/9/09 in U.S. Serial No. 11/180,123. (6 pages)	
/N.R./	CV1	Non-Final Office Action dated 6/24/09 in U.S. Serial No. 10/800,887. (32 pages)	
/N.R./	CW1	Interview Summary dated 8/10/09 in U.S. Serial No. 11/180,123. (2 pages)	
/N.R./	CX1	Advisory Action dated 8/27/09 in U.S. Serial No. 11/180,123. (8 pages)	

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